

The Frank DeBlasi

Media Kit

**Biography, Press Coverage, Photos
and Everything Frank**



Meet Frank at
www.frankdeblasi.com

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Photos

Head shots and body shots of Frank can be downloaded from Frank's Media Kit below.

www.frankdeblasi.com/frank-deblasi-media-kit

Professional Biography

Short Biography

Frank has been serving the web and digital media world for two decades. His expertise ranges from building and managing websites and creating marketing campaigns for award winning companies, to cofounding and creating Hoopla Doopla, a leading online shopping portal. He has been featured on popular television shows on major networks such as Fox Business, Fox News, and ABC, as well as various magazines, news websites, radio shows and podcasts.

Long Biography

Meet Frank DeBlasi

Frank has been serving the web and digital media world for two decades. His expertise ranges from building and managing websites and creating marketing campaigns for award winning companies, to cofounding and creating Hoopla Doopla, a leading online shopping portal. He has been featured on popular television shows on major networks such as Fox Business, Fox News, and ABC, as well as various magazines, news websites, radio shows and podcasts.

Whether overseeing designers and marketers, or lending specific skills to a project, Frank is a team player who is driven to produce results.

Teaching and Preaching

Frank enjoys talking about the world of digital media and sharing his experiences in entrepreneurship. He donates time at his local public library to teaching classes on various topics, ranging from personal branding to website building and management. Behind the microphone, Frank has had various guest spots on local and international radio shows and podcasts, discussing a wide range of web technology and entrepreneur related topics.

“How many people get to work in a career they love, and do the same thing for fun in their spare time?”

This is Frank’s take on his profession, and it has reflected in his work over the course of his career.

See Frank’s Work at
www.frankdeblasi.com/meet-frank-the-web-professional

Entrepreneur Biography

Putting Money in the Pockets of Online Shoppers

Frank DeBlasi loves the challenge and rewards of entrepreneurship.

In September 2008, in the midst of a struggling US economy, Frank, along with fellow Cofounder Tom Cangle, began planning out the concept for a web based money saving portal for online shoppers. Two passionate, energetic entrepreneurs, Frank and Tom not only combined their ideas in the planning of the portal. With no startup funding and limited time and resources available to them, they put their 15 plus years of website building and programming expertise to work, building the entire product themselves from the ground up. The result? Hoopla Doopla.

As Cofounder, Frank served in various roles throughout the company as it continued to grow and evolve since its initial startup. These roles ranged from designing and implementing Hoopla Doopla's user friendly web interface, to establishing, building, and maintaining the company's affiliate relationships with its partnered merchants. Along with Tom, Frank also planned and helped build the company's referral rewards program. Frank handled all public relations opportunities and marketing campaigns, driving over one million dollars in sales in the first six months to Hoopla Doopla's merchants.

In early 2009, Hoopla Doopla was launched to the public. Today, Hoopla Doopla is a leading bargain hunting website, providing coupon codes, discounts, daily deals and cash back from thousands of online stores.

Shop Smart, and Shop Safe

Frank is also an expert in the area of online shopping, educating online consumers in the areas of bargain hunting, online shopping safety and more, providing them with a better overall shopping experience.

How Hoopla Doopla Works

Hoopla Doopla gets paid a marketing commission for each purchase made through the site by it's members. A percentage of that commission goes to the member, in cash! It's that simple.

Learn more about Hoopla Doopla at
www.frankdeblasi.com/meet-frank-the-entrepreneur

In the Press

News Websites and Publications

See Frank in publications at
www.frankdeblasi.com/frank-in-the-press

CNBC.com

Steals & Deals, Google TipJar, DTV Coupons and More
Site of the Day, cnbc.com

Fox Business

Shop Smart for Six Popular Mother's Day Gifts
Marcia Passos Duffy, Fox Business

Fox Business

7 Tips for Saving Time, Money When Shopping Online
Dana Dratch, Fox Business

Fox Business

What Not to Buy in July
Dana Dratch, Fox Business

ideamensch

Frank DeBlasi – CEO and Cofounder of Hoopla Doopla
Mario Schulzke, ideamensch

Kiplinger

Revenue Sharing for Shoppers
Cindy Scwalb, Kiplinger.com

Patch

Ronkonkoma Resident Cashing in with HooplaDoopla.com
Chris R. Vaccaro, Patch.com

Startup Nation

30 Ways to Make Your Business Stand Out from the Crowd
Wendy Kenney, Startup Nation

USA Today

Start early (and get crafty) to save money on holiday gifts
Annalisa Rodriguez, USA Today

In the Press

YFS Magazine

Bargain Hunting Entrepreneurs Monetize the “Thrill of a Good Deal” with Hoopla Doopla Staff Contributors, YFS Magazine

Network Television

Watch Frank on television shows at
www.frankdeblasi.com/frank-in-the-press

Fox Business

Stuart Varney Talks Cash Back Shopping with Hoopla Doopla Cofounder Frank DeBlasi on Varney & Co.

Fox News, New York

How to Earn Cash Back Shopping Online with Hoopla Doopla Cofounders Frank DeBlasi and Tom Cangle

ABC Good Morning Texas, Dallas, Texas

Holiday Shopping Tips and Online Bargain Hunting Tips From Hoopla Doopla's Frank DeBlasi and Tom Cangle

Fox News, Houston, Texas

Black Friday Shopping Tips and Holiday Shopping Tips From Hoopla Doopla's Frank DeBlasi and Tom Cangle

Radio Shows

Listen to Frank on radio shows at
www.frankdeblasi.com/frank-in-the-press

Radio Jobline with Scott Passeser, LI News Radio

How to Make Money with Affiliate Marketing

Radio Jobline with Scott Passeser, LI News Radio

Branding Yourself on Social Media

Back to Business with David Levenstein, LI News Radio

Website Building and Branding, and Cash Back Shopping

In the Press

Podcasts

Listen to Frank on podcasts at
www.frankdeblasi.com/frank-in-the-press

Enterprise Podcast Network

Turning Online Shoppers into Revenue Sharing Partners

Magazines

See Frank in magazines at
www.frankdeblasi.com/frank-in-the-press

Entrepreneur, July 2010 Issue

Econnect Thread of the Month

Diversity Woman, Winter, 2017 Issue

Let's Make a Deal

Testimonials

See Frank's testimonials at
www.frankdeblasi.com

"Frank is an expert's expert on branding, and gave listeners amazing tips on how to have the best online presence."

Scott Passeser, Host, Radio Jobline, LINewsRadio.com

"Frank took our website from informational to inspirational. Frank is truly a master of the graphic arts."

Stephen Allensworth, NY Daily News Columnist

"One of the best online money-saving sites."

Charlie Stroller, Financial Advisor Magazine

"Frank DeBlasi and Tom Cangle teamed up to turn shoppers into revenue-sharing partners with Hoopla Doopla."

Cindy Schwalb, Web Editor, Kiplinger.com

"HooplaDoopla.com has the deals you need to stretch your dollar."

cnn.com, Steals and Deals Site of the Day

Web Profiles

See Frank's Web Profiles at
www.frankdeblasi.com/web-profiles

Social Media

Facebook: www.facebook.com/FrankDeBlasiConsulting

Twitter: www.twitter.com/frankdeblasi

LinkedIn: www.linkedin.com/in/fdeblasi

Instagram: www.instagram.com/frankdeblasi

TikTok: www.tiktok.com/@frankdeblasi

Audio and Video

Soundcloud: www.soundcloud.com/frankdeblasi

YouTube: www.youtube.com/user/frankjdeblasi

Vimeo: www.vimeo.com/frankdeblasi

Podcasting and Streaming

Riverside: www.riverside.fm/studio/frank-deblasi-studio

Twitch: www.twitch.tv/frankdeblasi

MatchMaker.FM: www.matchmaker.fm/podcast-guest/frank-deblasi-7cef6c

Link Profiles

Linktree: www.linktr.ee/frankdeblasi

DirectMe: www.direct.me/frankdeblasi

Contact Information

Email

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Mobile Phone

516-658-7395

Website

www.frankdeblasi.com/contact-public-relations

Zoom

frankjdeblasi@gmail.com

Skype

Frank DeBlasi